



your new business agenda

As pioneers of the next generation of 21st century businesses, our clients achieve more than short term profitability – they create long term value.

The next generation of businesses see, think and act for both now and the long term. Being both resilient and agile, their DNA enables them to anticipate and transform with changing circumstances. They harness diversity as a source of richness and regard change as a constant. They understand long-term risk and prepare for it today. They instill accountability into all their processes and nurture leaders who dare to care.

Whilst focusing on operational excellence and cost efficiency, Sustainability Advisory Group creates a vision for your business in a world beyond the next generation. We help you to create long term value by focusing on solutions for your own sustainable growth that also benefit society as a whole.

We don't just preach responsibility, we integrate values of respect for people and planet into the core of your business. We match personal goals with business goals, and business goals with being a better neighbour, a better boss, a better corporate citizen, and a better environmental steward. We help you listen and collaborate with your stakeholders: employees, suppliers, investors, peers, think tanks, governments, communities and customers.

Embark on your very own journey towards being a truly 21st century business by seeing further, thinking wider and doing better.

sustainability at the core of your business



seeing your business as unique

We have worked with companies at the beginning of their sustainability journey as well as those ahead of the curve. Our starting point is a clear understanding that every business faces a different journey ahead of them.

Sustainability Advisory Group are strategists who understand the issues facing you and your stakeholders, and that sustainability is based on a shift in the way you see your business. We help you to understand why and how to approach change, how to avoid risks and realise opportunities.

making sense of sustainability

We excel at making the connection between sustainability and what it means for you. We do this by helping you to:

> see further

making it visible
– first things first, we create a baseline of your current position so you know where you are now

> think wider

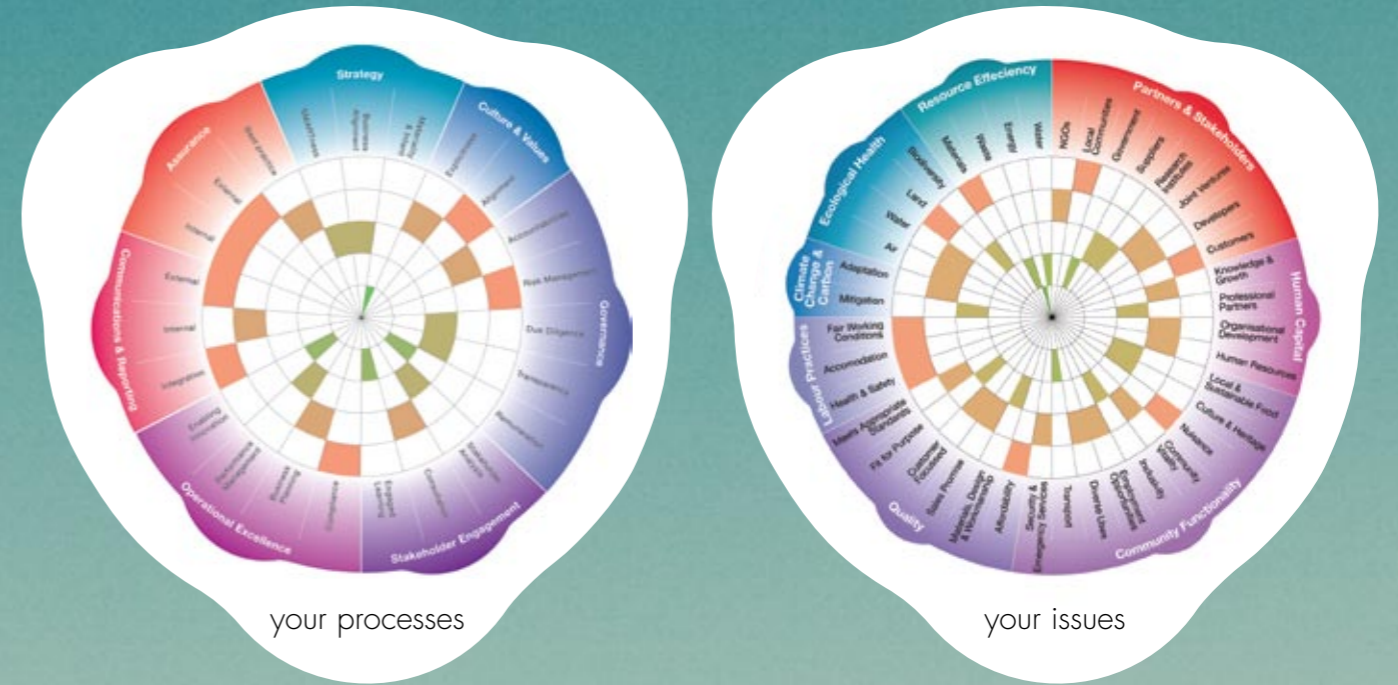
making a commitment
– next step is to prioritise what issues really matter to your business and articulating your aspirations

> do better

making it happen
– translating your vision into practical action plans and initiatives, allocating responsibilities and monitoring progress

> do more

making it possible – ensuring that you have the right people and skills in place to realise your vision
making it stick – integrating your vision with how you manage your business to ensure efficient and high impact delivery



success is at the centre

Our **IRIS** methodology is a powerful suite of tools that helps you to see where you are today. It provides you with a benchmark against your peers and international standards that are relevant to your business.

The **IRIS** informs your visioning for the future. It provides you with a baseline against which you can continuously track your improvement. It can be used to create a perfect line of sight throughout your company as to who needs to do what, by when, how much and what progress has been made. It gives you a scorecard for the future, helping everyone see the part they need to play to move you towards your vision.

what makes us special

deep and diverse expertise

Sustainability Advisory Group is an international alliance of sustainability strategists and specialists. Our network-based business model enables us to design teams that respond to our clients' diverse needs. Every assignment is different and requires a tailored set of technical, sectoral and cultural skills. Our network has helped literally hundreds of companies on their sustainability journey – this is what we do day in and out.

every assignment is unique

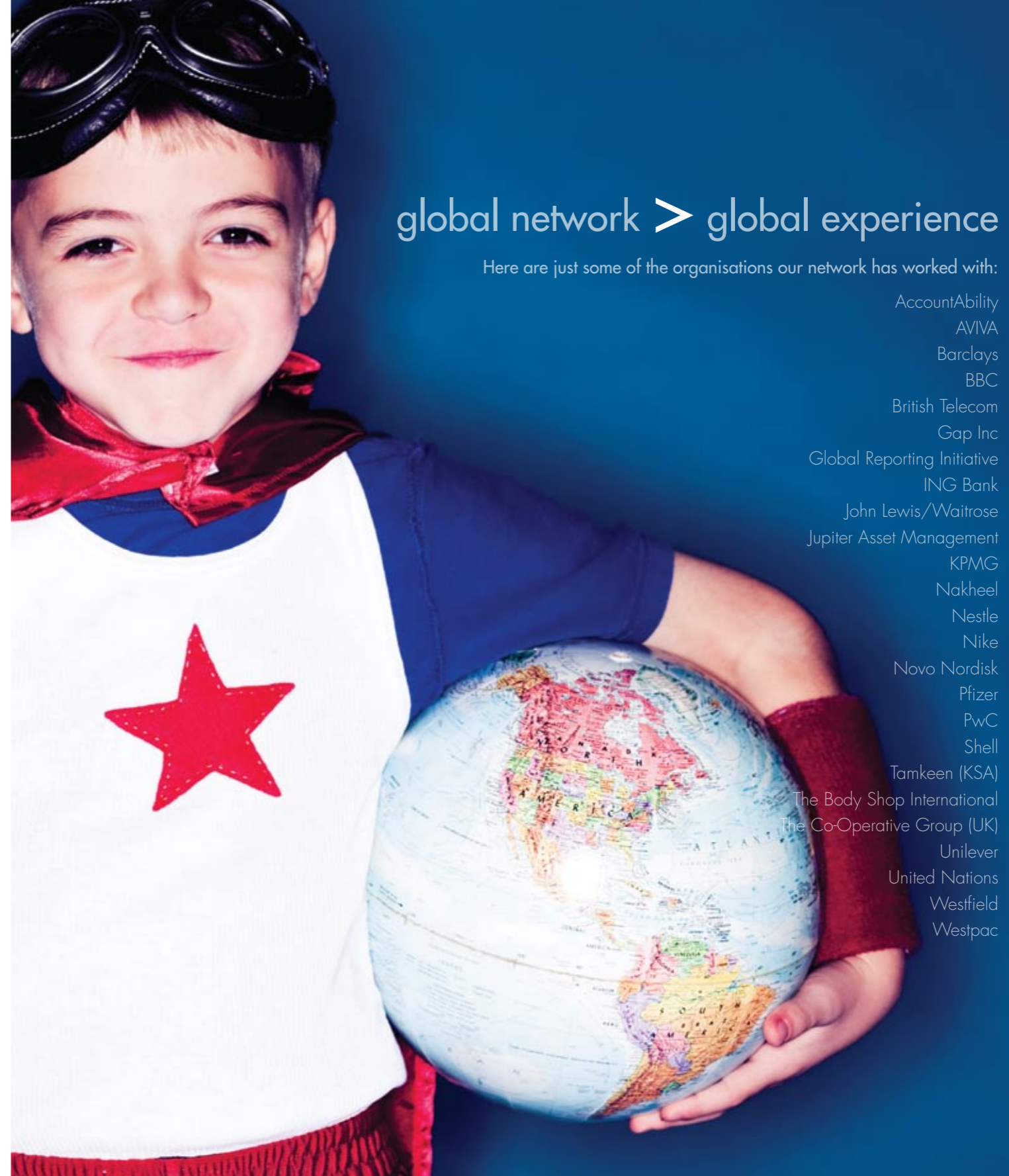
Our approach is tailored to each client. We don't provide pre-packaged solutions – that's not what sustainability is about. Each assignment is a new challenge and we passionately believe that we need to understand each client's unique drivers, ambitions and starting points to achieve sustainable results.

it's about building your capacity

Sustainability is not an add-on and we believe this applies to us as consultants as well. Long-term relationships can be beneficial but they need to evolve over time. We focus on transferring our skills and knowledge to you – your competency is ultimately what matters!

don't hold back from a challenge

Sustainability is a complex issue and we don't believe in quick fixes. We listen and learn from our clients – but we don't shy away from asking tough questions. Getting real results requires a relationship of deep trust and mutual respect.



global network > global experience

Here are just some of the organisations our network has worked with:

AccountAbility
AVIVA
Barclays
BBC
British Telecom
Gap Inc
Global Reporting Initiative
ING Bank
John Lewis/Waitrose
Jupiter Asset Management
KPMG
Nakheel
Nestle
Nike
Novo Nordisk
Pfizer
PwC
Shell
Tamkeen (KSA)
The Body Shop International
The Co-Operative Group (UK)
Unilever
United Nations
Westfield
Westpac

see further < think wider > do better

Sustainability Advisory Group is a leading alliance of strategists and specialists. We operate internationally through representatives across the world.



Maria Sillanpää
Founding Director

Maria is an internationally recognised corporate responsibility and sustainability leader and practitioner and founder of Sustainable Advisory Group. She has worked exclusively in this field for over 20 years in pivotal roles at The Body Shop, KPMG and AccountAbility.

Maria has made pioneering contributions especially in the areas of strategy, stakeholder engagement, supply chain, reporting and assurance. Her recent number three ranking in CSR International's global Top 100 leaders advisory category reflects her profound and continuing impact in this field.

To find out more about the Sustainability Advisory Group process and how it can work for you to deliver long term value, contact:

Maria Sillanpää

mobile: (UK) +44 7710 597 498

mobile: (UAE) +971 50 719 4042

maria@sustainabilityadvisory.net

info@sustainabilityadvisory.net

www.sustainabilityadvisory.net



This is a paper-free communication from Sustainability Advisory Group.

PLEASE THINK BEFORE YOU PRINT
(and recycle if you do). Thank you.